



**UNIVERSITI TEKNOLOGI MARA**  
**FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES**  
**(DIPLOMA IN PUBLIC ADMINISTRATION)**

**ENT 300**  
**ENTREPRENEURSHIP**

**BUSINESS PLAN**

**3C NURSERY**  
**"CREATIVE, CLEAN, CLEANLINESS"**

|                       |                               |                   |
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**PARTNERSHIP AGREEMENT**

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| <b>NAME OF COMPANY</b>                            | 3S Nursery sdn.bhd  |
| <b>ADDRESS</b>                                    | 3D Nursery No. B12-1 Lorong 13 Taman Indah Permai,<br>88450 Sepanggar Kota Kinabalu   |
| <b>NATURE OF BUSINESS</b>                         | This company runs a business relating taking care child from 3 years old and 5 years old,that the service that we give generally. Basically, the company is providing services of nursery that includes Taking care of the children in giving them shelter, food and drinks, with an addition of giving them education activities through computer.   |
| <b>FACTORS IN SELECTING THE PROPOSED BUSINESS</b> | <p>There are some of the factors found that leads to the selection of the proposed of this business. It can be seen as follows:</p> <ol style="list-style-type: none"> <li>I. There is a big opportunity to enter the industry of nursering as how it is a trend</li> <li>II. There is a high in demand among the newly family who just starting up a family and has a child.</li> <li>III. Can reduce the case of kids kidnapping as they were home alone .As how we find out a survey about it.</li> <li>IV. There is an opportunity to enhance the nursery branch ,because each area definitely has children who need this type of caring centre.</li> </ol> |
| <b>FUTURE PROSPECTS OF THE BUSINESS</b>           | There are also some of the future prospects that can be identified in the business. It can be seen as follows:  |

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|  | <ul style="list-style-type: none"><li>I. Newly family who just started building one.</li><li>II. High competencies between other competitors</li><li>III. High demands in the market.</li><li>IV. Nursery industry is growing rapidly</li><li>V. There always a child every year who finally came to the age that they need nursery service as their parents might be busy.</li></ul> |
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